

Summer 2003 www.arts.wa.gov

### Visiting Washington state's cultural attractions

Ask any visitors bureau in the state what type of activity travelers are interested in besides outdoor recreation and shopping. Chances are that cultural attractions are top of mind. Studies show that visits to museums, cultural festivals, theater and other performances all make the list of popular travel activities. Depending on the scale, cultural attractions can also be destination spots.

Not only is the income and tax revenue from tourism significant, but employment in the sector contribues to the economy in all areas of our state. The state Tourism Office reports that the top 10 counties with the highest proportion of travel-generated employment are rural.

Randall Travel Marketing claims that heritage tourism is growing as travelers look to connect with the "Arts and culture play a vital role in our state's tourism mix."

Carrie Wilkinson-Tuma, Washington State Tourism Office



Photo by Phil Conklin

See Festivals, page 3

past and understand the various cultures that make up our world. They explain that "authentic" is a word that now has more appeal, because consumers report that every place in America is starting to look the same. This homogenization of America is creating more interest in authentic heritage tourism.

Cities from Ellensburg (Jazz in the Valley Festival, July 25-27) to Concrete (Upper Skagit Bald Eagle Festival, February 2004) know the value that targeted cultural tourism brings to their communities.

Economic benefits aside, cultural attractions are just plain summer fun. As you plan your leisure travel itinerary, don't forget to include several of Washington's cultural offerings. We've highlighted just the tip of the iceberg in this issue.

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## Cultural Travelogue

Kris Tucker Executive Director



A few weeks ago, I stood on the edge of the outdoor stage of the Ski Hill Amphitheater in Leavenworth, Washington, home of the

Leavenworth Summer Theater where *The Sound of Music* and other favorites are expected to draw more than 20,000 people this year. The setting is spectacular: the naturally steep amphitheater is surrounded by mountain peaks, dense forests and clear crisp mountain air. And its audiences —



Photo by Mary Frye

Kris Tucker visits with John Wagner, Director of the Leavenworth Summer Theater. tour groups, families, bicyclists and adventurers – are participating in the state's cultural resources as they contribute to the local economy.

Cultural tourism is more than a walk in the woods. According to the Travel Industry Association of America, travelers nationwide spend \$1 million per minute. What's more, tourists who visit cultural sites (including theaters, festivals and museums) visit multiple destinations, take longer trips and spend nearly \$200 more per trip than other travelers.

Count me in. When my mother was in town last week, we spent a day visiting museums in Tacoma, where she (a Tacoma native) oohed and aahed about the waterfront transformations to her hometown.

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WASHINGTON STATE ARTS COMMISSION

PO Box 42675 Olympia WA 98504-2675

The Washington State Arts Commission cultivates a thriving environment for creative expression and appreciation of the arts for the

What To Do This

More Festivals,

Attractions and Art

Summer:

inside!



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# ARTS NEWS

#### **State Arts Funding Decreases**

On June 12, the Washington State Legislature finalized a state operating budget for the 2003-2005 biennium that included a 19% (\$1.154 million) reduction to state general funding for the Washington State Arts Commission's current budget. At press time, Governor Locke had not yet signed the budget into law.

While a reduction of this size will certainly affect programs and services, the outcome is on the more positive end of the many scenarios offered by the Governor, Senate and House during legislative session.

The budget allows WSAC to specify how and where most of the cuts will be absorbed, providing flexibility to a difficult process. The Commission will vote on a budget reduction plan at their July / August meeting (see below).

As a result, grant monies may not be distributed until after this time and may be reduced in portion or in total depending upon policy decisions.

In addition to the budget, arts advocates tracked several art-related bills through the session. The Legislature approved a property tax exemption for cultural facilities, and defeated efforts to remove the arts from the state's student assessment tests (WASLs).

"In many ways, this was a successful legislative session," said Kris Tucker, WSAC's Executive Director. "We are concerned about the large cuts to arts funding. Yet we are pleased that the legislature recognized the public value of the arts to the citizens of the state and kept a strong investment in cultural programs and activities."

For more information about the reduction decisions as they become available, visit www.arts.wa.gov or call (360) 753-3860 to be connected to the appropriate program manager.

#### Commission to Meet in Yakima

The Washington State Arts Commission will hold its quarterly meeting in Yakima on July 31 and August 1 in Yakima.

The two-day meeting will include a discussion and vote on budget reductions and related issues. Other agenda items include a report by the Disabilities/ Access committee and an overview of the Arts in Education evaluation.

Allied Arts of Yakima is hosting the meeting.

For more information, contact Kathleen Oest at (360) 753-3860 or KathleenO@arts.wa.gov.

#### **Community Arts Development**

Bitsy Bidwell, Community Arts Development program manager, will be on voluntary leave until August 12. For assistance during that time, contact WSAC's main office at (360) 753-3860.

#### Awards Program Final Reports Due

Current grant recipients in WSAC's Awards Program must submit final reports by August 13. Report forms are available for download at www.arts.wa.gov.

"The data we receive from arts organizations is compiled and sent on to the National Endowment for the Arts," said Mary Frye, Awards Program Manager. "It helps funders at the federal and state levels know more about how the public is impacted by the arts and what current needs are in the field."

For more information, contact Barb Jacobson at (360) 753-3858 or BarbaraJ@arts.wa.gov.

#### Arts Participation Initiative Update

The Wallace Arts Participation Initiative is helping a small group of arts organizations and WSAC learn more about the public value of the arts and how target communities participate in the arts on a variety of levels. Findings from the five-year initiative, due

in 2005, will help other arts organizations in our state improve their programming for target communities. Interim reports will be published on our website.

The 12 Wallace grantee partners met for their first learning session on May 13 at the Rainier Valley Cultural

Center in Southeast Seattle. Consultant Jerry Yoshitomi helped the multicultural group examine their participation projects, which range from engaging teens from the Upper Skagit tribe and the Yakama Nation in storytelling programs, to involving the parents of Latino youth in the Yakima area who are practicing mariachi music, to attracting African American residents of the historic Central District of Seattle.

For more information, email Mayumi Tsutakawa at: MayumiT@arts.wa.gov or visit www.arts.wa.gov.



Plan Your Next Trip Through the Internet!

From Eugene, Oregon to Vancouver, B.C. - find out what's on fire, on view, on stage, on the table, onboard:

www.culturalcascades.org

Washington's best trips and attractions by region: **www.experiencewashington.com** 

Visit America's (including Washington's) scenic byways:

www.byways.org/travel/

Washington state public art collection tours (online gallery):

www.arts.wa.gov



grantees.

### Festivals Draw Big Crowds, Define Communities

#### Centrum's 30th summer offers full menu of music, more

Klint Finley

Chamber music, jazz, fiddle music, blues, and dancing are on the schedule this year for the 25,000 – 35,000 people who annually attend Centrum's workshops, festivals and special programs. For the past 30 years, people from around the nation have traveled to Port Townsend to participate in the many activities offered by this center for the arts and creative education.

Bassist John Clayton entertains at Centrum's Jazz Port Townsend festival. Centrum hosts arts workshops and festivals for people of all ages and skill levels concentrated during the summer months (see schedule below), although they offer programs throughout the year.

In addition to festivals, the center holds workshops corresponding to its festival offerings. To encourage participation in the arts, workshops are offered at half or less of actual cost to students in need and full scholarships are provided for 20 percent of youth participants.

Fort Worden State Park is the state park system's leading revenue

generator and the center's programs are the largest contribution to that revenue stream. Funds for education programs have leveraged more than an equal matching amount from the corporate, foundation and private sectors. Centrum estimates that the direct and indirect economic stimulus it provides generates at least \$2.6 million in income for Jefferson County.

The Washington State Arts Commission, the Washington State Parks and Recreation Commission, and the Office of the Superintendent of Public Instruction founded Centrum in 1973 and it has been a statewide center for creative education ever since.

#### Centrum's Summer Schedule

For more info: www.centrum.org

#### **Events**

#### July 4, 5

Festival of American Fiddle Tunes

#### July 11-19

Port Townsend Writers Conference Readings & Lectures

#### July 24-27

Jazz Port Townsend

#### August 1-2

Blues & Heritage Festival

#### August 8

Dances from Centrum

#### Workshops

#### June 29-July 6

Fiddle Tunes Workshop

#### **July 20-27**

Bud Shank Jazz Workshop

#### July 28-August 3

Port Townsend Country Blues Workshop

#### August 3-10

Bill Evans Dancers and Dance Teachers' Intensive

#### **August 17-23**

Intergenerational Elderhostel

# Cover Photo: Participants at Centrum's Country Blues Workshop

Country Blues Workshop gather outside the Fort Worden schoolhouse for impromptu jam session. Photo by Phil Conklin, courtesy of Centrum.

#### Festival Sampling Around the State

The Washington State Arts Commission funds many festivals and cultural events around the state through the Awards Program. For more information, visit www.arts.wa.gov/progGTO/gtoHome/html.

#### **Lake Chelan Bach Fest**

#### July 12<sup>th</sup> - 20<sup>th</sup> - Lake Chelan

All ages are invited to enjoy Bach, Mozart, and other composers at this annual festival. In addition to orchestral performances, the fest offers operas, art shows and dances for the whole family. Season tickets \$75 (presale only) or single events \$5-12.

www.bachfest.org/

#### Allegro Royal Fireworks and Concert

#### July 26th and 27th - Spokane

Every year more than 50,000 people attend Allegro's baroque-period festival. For 25 years this free event has entertained Spokane residents and tourists alike. Costumes, theater, dance, live chess, and fireworks compliment the Royal Band, a wind band made up of oboes, bassoons, brass, and percussion. www.allegrobaroque.org/fireworks.php

#### **Kent Canterbury Faire**

#### August 16th and 17th – Kent

Visual, performing, and literary arts join craft displays at Kent's free community arts and heritage festival. The event includes historical re-enactments, as well as a Children's Faire with hands-on activities, games, tumbling and more. www.ci.kent.wa.us/culturalprograms/ CanterburyFaire/

#### **Seattle Fringe Festival**

#### September 18<sup>th</sup> – 28<sup>th</sup> - Seattle

For those looking for something off the beaten path, the Seattle Fringe Theater Productions presents its annual festival. The 11-day extravaganza features more than 500 performances ranging from Shakespeare to comedy sketches to tightrope walkers. Tickets range from \$6 to \$20.

www.seattlefringe.org/sff/

### Discover Art and Heritage Through Tours

WWU Outdoor Sculpture Collection a Tactile Experience

Jill Nelson



One of the pieces in the Outdoor Sculpture Collection: *Manus* by Magdalena Abakanowitz, 1993.

The Western Gallery exhibits a variety of art, changing installments about twice a quarter. The gallery is open during the university's sessions:

M/T/Th/F 10 am - 4 pm Wed 10 am - 8 pm Sat Noon - 4 pm

www.as.wwu.edu/ programs/asp/gallery/ links.html Unlike indoor galleries that eventually close for the day, Western Washington University's Outdoor Sculpture Collection can be viewed any time. It's possible to relax at sunset on the decks of *Bay View Station* by George Trakas. Located behind the Performing Arts Center, this piece is a series of planked steps that lay across a grassy hill overlooking Bellingham Bay.

For a self-guided tour of this internationally famous collection, visitors can pick up a pamphlet at the Western Gallery during open office hours (see sidebar). The tour will lead you through a portion

of the campus's 170 acres along brick paths, green fields, and handsome gardens.

The collection is funded by WSAC's Art in Public Places Program and various other public and private grants and donations.

As a school of liberal arts, WWU is a leader in art appreciation and dedication. But what makes Western's campus so art savvy is the school itself. In fact, former student Norman Warsinske donated two of the works: *Totem* and *Wall Relief*.

The earliest installment began in 1959 when artist James Fitzgerald fashioned *Rainforest*. Resembling the trunk of a tree or a vertical log, this bronze sculpture is fitting to the Northwest. One of the most recent additions, Bruce Nauman's *Stadium Piece*, located on the playing fields of south campus, was completed in 1999. The structure is composed of white concrete steps that make the shape of a giant "M," mimicking the form of mountains. The steps are lit from underneath at night, illuminating the angles and form of the sculpture.

While exploring the sculptures the experience is often hands on. Art that is meant to be climbed on such as Lloyd Hamrol's *Log Ramps* are a playful addition to the campus. A viewer can walk under Isamu Noguchi's *Skyviewing Sculpture*, tunnel through Richard Serra's *Wright's Triangle*, and climb around Nancy Holt's *Stone Enclosure: Rock Rings*.

Resembling an old fortress, *Stone Enclosure: Rock Rings* is two circular rock walls, one inside the other, looking like a giant "O" from the air. It was crucial for Holt that her piece stand in a natural landscape, and was installed near the southern end of campus away from buildings. This is a great spot for photography, offering texture and perspective. Along the walls are circular windows that one can peer through or even climb into.

One of the most whimsical pieces on the campus is Tom Otterness' *Feats of Strength*, which features stout bronze comical figures in various poses lifting boulders.

The Outdoor Sculpture Collection continues to draw visitors from around the world, as WWU remains a destination to observe and experience the ideas of these remarkable artists.

A new book written by Sarah Clark-Langager, curator of the Outdoor Sculpture Collection and Western Gallery director, chronicles the history, artists and works of the collection. "Sculpture in Place: A Campus as Site" is available through the University of Washington Press:

www.washington.edu/uwpress/.

#### Driving Tours Uncover Cultural Traditions Along State Routes

Since the first people journeyed forth, looking for education, adventure, or pure enjoyment, travelers have sought to renew and enlighten themselves through exploring the natural beauty, history, and culture of new and different landscapes. Washington's scenic highways pave the way to these encounters.

The Heritage Tour series offers narrated audio guides, including traditional music and stories from local residents along various routes through Washington state. The tours point out spectacular natural sites and places of historic interest, and introduce travelers

to the people along the route and their rich array of traditional expressions of our culture.

The package features audio cassette tapes and a printed guide book with maps and detailed information about the different tour routes. Tour five is available with either audio CDs or cassettes. Prices range from \$12-21.

Tour six production is underway: this route will take the traveler from Seattle to Blaine, Washington on the northern border. After that, Tour seven is planned from Seattle to Spokane. Work is underway to compile all tour information onto an interactive CD.

Heritage Tours are produced by Northwest Heritage Resources in conjunction with the Folk Arts Program of WSAC, and are funded by the National Endowment for the Arts and WSAC.

To order, visit www.WashingtonFolkArts.com. Tour 5 is also available at Elliot Bay Books in Seattle and UW Bookstores in Tacoma and Seattle.

Tour 1: out of print (Othello to Omak)

Tour 2: Leavenworth to Goldendale Tour 3: Tri-Cities to Clarkston

Tour 4: Olympic Peninsula

Tour 5: Seattle to Vancouver, WA

Many cities in Washington have public art programs. Here are just a few:

#### Olympia Public Art www.ci.olympia.wa.us/ par/arts/ArtsProgram/ PublicArt/default.asp

Seattle Walking Tours www.cityofseattle.net/ arts/publications/ publicart/walkingtours/ default.asp

# **Spokane Public Art** www.spokanearts.org/publicart.asp

State Art Collection www.arts.wa.gov

#### Yakima's Millennium Project

alliedarts.artsyakima.org/millennium1.html



Karen Reed-Peter is a leading basketweaver and tradition-bearer of the Puyallup Indian Tribe. Photo by Jens Lund.



Active listening and viewing lets kids experience art at the "Big Eyes/Big Ears Science Playground" in Airway Heights. The piece, by artists Bill and Mary Buchen, was added to the state art collection in 1992.

### Things for Kids To Do

Just about any arts opportunity can meet the needs of children, whether they (or their caregivers) desire entertainment, learning about new cultures, or fulfilling their own creative outlet.

Public art tours and community festivals are naturally kid-friendly. Most arts events and organizations offer educational and/or family events in association with performances and exhibits. And many offer hands-on experiences for youth to learn a new instrument, create a painting, write poetry, or partake in other artistic endeavors.

Check with your local arts organizations, libraries and municipalities for summer time arts activities.



Centrum's festival of American Fiddle Tunes draws fiddlers of all ages. Here, two young fiddlers enjoy a sunny afternoon on the schoolhouse porch at beautiful Fort Worden State Park.

Photo courtesy of Centrum.

# ST-art FACTS

#### STatistics on Arts: Cultural Tourism

Two-thirds of American adult travelers say they included a cultural, arts, heritage or historic activity or event while on a trip of 50 miles or more in the past year. (National Travel Survey, Partners in Tourism, 2001).

By 2005, revenues from cultural and heritage tourism are expected to reach \$200 billion. (Americans for the Arts)

The top 10 counties with the highest proportion of travel-generated employment are rural. (Washington State Tourism)

Travel trends include an increase in trips to small towns, small urban areas and rural areas; small town and rural festivals; and combining business with cultural experience in large urban areas. (Partners in Tourism)

Funding for the
Washington State Arts
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federal agency.



Tourism Resources for Arts Organizations

# **Lewis & Clark ArtsPlan** www.nasaa-arts.org/ artworks/lewisclark.shtml

#### Cultural Heritage Tourism Resource Manual

www.nasaa-arts.org/ artworks/ resource\_manual.pdf

# **Travel Industry Association of America**www.tia.org/

#### Stories Across America: Opportunities for Rural Tourism

www.nal.usda.gov/ric/ricpubs/stories.htm

### Cultural Travelogue, cont. from page 1

Next month, I'm taking more than 20 friends to visit Centrum's 30<sup>th</sup> Port Townsend Writers' Conference. I'm eager to get back to Maryhill Museum to see two new exhibitions: one on tribal life on the Columbia Plateau, another of contemporary Native American artwork. And my calendar includes summertime festivals in communities across the state.

For me, it's authentic tourism. As I discover what's to love about a place, I'm likely to have more fun, spend more money, tell my friends and return. And that discovery process is likely to involve museums, performances, bookstores, local restaurants and galleries.

Five years ago, the Washington State Arts Commission entered into a partnership with a dozen other state and federal agencies to coordinate and expand cultural tourism statewide. That partnership has positioned us for the bicentennial commemoration of Lewis and Clark's Expedition, and we are working with communities along that historic route to include the arts in their commemorative activities. We also continue to develop our series of Heritage Tour Guides, each offering a CD or cassette tape and booklet featuring traditional music and narratives about the cultures along a stretch of state highways. This summer, our grant dollars are at work to enhance projects enjoyed by Washington residents and tourists – including classical musical festivals in Twisp and Chelan, mariachi music in Elma, dance performances in Seattle and a playwright's festival in Langley.

I hope you, too, are including the arts in your travel plans this summer. Happy travels.

kt

If you'd like to visit one or more of the places mentioned in this article, visit:

Leavenworth Summer Theater www.leavenworthsummertheater.org/ Tacoma Art Museum www.tacomaartmuseum.org/

Centrum see page 3
Maryhill Museum see page 6
Lewis and Clark Commemoration see page 6

Museum of Glass: International Center for Contemporary Art

Leavenworth Summer Theater www.leavenworthsummertheater.org/

www.museumofglass.org/s99\_home.jsp see page 3 produced, printed and mailed at a cost of 82 cents per copy.

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Kris Tucker, Executive Director, can be reached at (360) 753-3860 or Kris T@arts.wa.gov.

# Journey the Lewis and Clark Trail

Tribal traditions, heritage events, museum exhibits and more...

For the latest in events and attractions for the Lewis and Clark Commemoration in Washington visit:

www.experience washington.com/ lewisandclark/

## Arts and Culture Play Key Role in Commemoration

The nation is in the process of commemorating the 200th anniversary of Lewis and Clark's historic 1803-1806 exploration westward to the mouth of the Columbia and the mighty Pacific ocean. The expedition's travels along the Columbia River in Washington and Oregon produced some of the most dramatic and vivid stories in their journals. Tales from native tribal members who lived in the region have been preserved as well, and will be told through exhibitions and events.

Visitors can participate in an array of cultural attractions and events created for the three-year-long bicentennial. In riverside communities from Clarkston to Long Beach, tribal homelands such as the Yakama reservation, and state parks, history and heritage will converge to help us understand more about the meeting of cultures and subsequent consequences.

Check with local visitor and convention bureaus or tourism offices for information or visit www.experiencewashington.com/lewisandclark/ for event information.

Washington state will co-host with Oregon one of several national signature events associated with the commemoration. Destination 2005, planned for Thanksgiving weekend 2005 at Station Camp and Ft. Clatsop National Park, focuses on the end of the journey. (see sidebar for details)

Just a few of the many activities and event calendar links are featured below:

#### Yakama Nation Museum and Cultural Center

Toppenish (500) 865-2800

(509) 865-2800

www.yakamamuseum.com (active July 2003) Exhibition tentatively scheduled for September 2004.

### Clark County Lewis and Clark Expedition

calendar of events

www.lewisandclark-clark.org/

#### **Washington State Historical Society**

End of Our Voyage- Lewis and Clark In Washington Exhibit, various locations

The traveling exhibit will highlight previously untold or under-appreciated aspects of the Expedition's history in Washington.

Exhibition locations/schedule at: www.wshs.org/lewisandclark/lc-exhibits.htm

#### Maryhill Museum of Art

Goldendale www.maryhillmuseum.org/

July 13 through November 15, 2003 Reflecting On Lewis & Clark: Contemporary Native American Viewpoints

Permanent Exhibitions include: Lewis and Clark Overlook: Outdoor Interpretive Panels and Lewis and Clark and Maryhill

### Signature Event: Destination 2005

Thanksgiving Weekend 2005

"Ocian in View! O! the joy"wrote William Clark on November
7, 1805. The Lower Columbia Region of
Washington and Oregon will
commemorate the Corps of Discovery's
historic arrival at the Pacific Ocean at
Station Camp in Chinook, WA and the
wintering over at Ft. Clatsop in Astoria,
OR. The three-day bi-state event will
host a re-enactment of the expedition's
arrival at Station Camp, the only
campsite survey by Clark on the trail. A
special public Thanksgiving Dinner will be
held to honor the expedition and their
historic vote of where to winter.

The decision to "Cross over (The Columbia River) and Examine" by the Corps will be carried out several events near the mouth of the river.

Live theater, public art dedications, a country-dance featuring traditional music, and other activities are planned. A Gala at the Historic Liberty Theater on Saturday will honor the cultures of the Chinook and Clatsop tribes. The Journey's End National Art Exhibit will show art featuring Lewis & Clark themes.

Keep an eye out at this website for more information as the date nears:

www.lewisandclarkwa.com/

#### **Tools for Communities**

The Lewis & Clark trail crosses 10 states, is more than 4,000 miles long, and passes through the largest rural and underserved region in the lower 48 states. Although there are a few urban centers, a more typical community along the trail averages fewer than 300 people

Tourism studies for the bicentennial are projecting that 15 million to 25 million people will travel some or all of the trail during the commemoration.

Arts organizations and others interested in learning how to incorporate the national Lewis and Clark ArtsPlan principles into event planning can download the guide at:

www.nasaa-arts.org/artworks/lewisclark.shtml

WSAC is the state

agency charged with

the growth and

development of the arts

throughout Washington

state and is governed

by 23 members, 19 who

are appointed by the

Governor and four

legislators.

#### Washington State Arts Commissioners

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Communities and tribal nations along the Columbia River are hosting events through 2006 and beyond to mark the historic meeting of cultures.